Previously, ProSiebenSat.1 Produktion GmbH’s content archive was based on a traditional data tape storage solution. In order to meet current requirements for rapid access, unlimited scalability, future-proofing and high availability, the company is currently implementing an object storage system – NetApp’s StorageGRID Webscale.

The staff at ProSiebenSat.1 Produktion GmbH can now access all stored data quickly via NetApp object storage.

ProSiebenSat.1 Produktion GmbH: Future-proofed content storage with NetApp

NetApp’s StorageGRID Webscale

6 petabytes of objects
2,000+ hard drives
CUSTOMER PROFILE
ProSiebenSat.1 Produktion GmbH provides its customers with technical innovations and creative ideas for making, archiving and broadcasting television content as well as delivering multimedia formats. Its offerings make it one of Germany’s most state-of-the-art production and media technology companies. In addition to its production, content and playout services, it also provides the entire technical infrastructure for ProSieben-Sat.1 Group. It goes without saying that tailored solutions and maximum security standards are required.

THE CHALLENGE
Future-proof Content Platform
While digitization and the explosion of data are major challenges for almost all companies these days, the media industry is particularly affected. ProSiebenSat.1 Produktion GmbH’s objective, therefore, was to migrate their content system to a modern, future-proof solution. Digital content was previously stored on a tape-based HSM system. However, the increase in the volume of archived data made accessing it an increasingly complex and tedious process.

“We were therefore looking for a future-proof architecture for our content archive,” explains Lars Grenner, Solution Architect with ProSiebenSat.1 Produktion GmbH. “A decision was quickly made in favor of object storage technology due to the many advantages in terms of performance, scalability and cost optimization. For example, efficiency increases with each additional data center that is connected. By using the S3 protocol we also avoided vendor lock-in, i.e., a dependency on one provider.”
“NetApp object storage gives us almost unlimited scalability, high availability and improved workflows and business processes as well as higher performance. In addition, after making the move to the S3 protocol, we have future-proof access to the content archive.”

Lars Grenner
Solution Architect, ProSiebenSat.1 Produktion GmbH

THE SOLUTION
New Technology
Following an RFI, PoC and RFP process involving several providers, the company opted for the NetApp StorageGRID Webscale Appliance.

“The solution performed best in our comprehensive evaluation matrix,” says Christian Humbold, Strategic Purchaser IT with ProSiebenSat.1 Media SE. “In addition to the technical functions, our choice was also based on price negotiations, the licensing model and industry experience of NetApp. In addition, we get software and hardware from a one-stop shop. While our previous positive experiences with NetApp and our IT service provider PROFI Engineering Systems AG were not included in our decision matrix, they did form a solid basis for this project. Furthermore, NetApp StorageGRID Webscale has a number of S3 certifications with other providers, thus avoiding the risk of a vendor lock-in. “The project organization specified within the framework of the project design was accepted by NetApp and the IT service provider PROFI Engineering Systems AG and was implemented successfully in conjunction with ProSiebenSat.1 Produktion GmbH’s project team. It meant that everything from planning, delivery and data center setup to testing, acceptance and start-up could take place quickly and efficiently,” says Patrick Schreiber, the ProSiebenSat.1 Produktion GmbH Project Manager, commenting on the success of the project.

“As object storage was a relatively new technology at the time we were selecting and installing the system, we worked with NetApp on the implementation,” adds Lars Grenner. “We got to know a new generation of NetApp employees. Working closely together in this way meant that there was an in-depth sharing of knowledge in relation to the new object storage technology.”

KEY HIGHLIGHTS

Branche:
Media

Challenge:
In order to optimize its business processes, ProSiebenSat.1 Produktion GmbH needed a future-proof and high-performance storage system that could be used independently in any location.

Solution:
With NetApp StorageGRID Webscale Appliances, the media company is creating a modern, highly scalable architecture for the long-term archiving of content.

Customer Benefits:
• Linear scalability, high availability and cloud readiness
• Direct access to data objects and their metadata
• Future-proofing thanks to the support of standards
• Easy to operate and minimum complexity due to unified management
THE BENEFITS
Efficient business processes
The new archiving solution is part of the major UCP (Unified Content Platform) project.

UCP is a content platform for archiving, logistics and content processing that supports the entire content lifecycle. It is intended to eliminate the content silos that have been used up to now. In the past, various business processes – such as the production of broadcasts, the broadcasting of TV programs, marketing, online provision or the viewing of material – involved accessing a number of different archives containing video, audio or image files. These files contained only limited information and additional data was stored in other document archives.

“The data is no longer contained in files but is stored as objects with technical metadata, also in different versions and in an unalterable format,” says Lars Grenner. “It means that all parts of the company – and in the future other companies in our Group – will be able to easily access all content without having to endure time-consuming translation processes between the applications. Maximum resilience is guaranteed thanks to policy-based replication in two separate data centers. In addition, the appliances facilitate a high linear scalability of the grid. The use of the S3 interface as more or less a standard also facilitates the future implementation in the cloud. During the migration of the archive, which contains more than 6 petabytes of data, to NetApp’s 2,000+ hard drives, we will therefore be able to expand the architecture at any time and grow as a result of the openness of the software-defined approach also with X86 architectures and hypervisor providers. The use of object storage technology also promises to optimize content logistics processes in terms of performance and operation.”

“As we will be storing our data in an object-based rather than file-based system in future, we will have direct access to the content and their basic metadata.”
Lars Grenner
Solution Architect, ProSiebenSat.1 Produktion GmbH
Leading organizations worldwide count on NetApp for software, systems and services to manage and store their data. Customers value our teamwork, expertise and passion for helping them succeed now and into the future. To learn more, visit www.netapp.com

<table>
<thead>
<tr>
<th>SOLUTION COMPONENTS</th>
</tr>
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<tbody>
<tr>
<td>NETAPP PRODUCTS</td>
</tr>
<tr>
<td>NetApp StorageGRID Webscale Appliance SG5660</td>
</tr>
<tr>
<td>PROTOCOLS</td>
</tr>
<tr>
<td>HTTPS</td>
</tr>
<tr>
<td>Amazon S3 compatible interface</td>
</tr>
<tr>
<td>RESTful APIs</td>
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</tbody>
</table>

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<thead>
<tr>
<th>FEATURES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Multi-tenant</td>
</tr>
<tr>
<td>Global Namespace</td>
</tr>
<tr>
<td>Policy-based replication</td>
</tr>
<tr>
<td>Versioning</td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>ENVIRONMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rich media, video, audio, image and document databases</td>
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</tbody>
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